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To:	Examiner Ronald Laneau - USPTO	From:	Michael Brinton
Fax:	(703) 872-9306	Pages:	7 (including cover sheet)
Phone:	(703) 305-3973	Date:	August 16, 2004
Re:	App. Serial No. 09/603,677	Phone:	203-461-7246

☒ **Urgent** ☒ **For Review** ☐ **Please Comment** ☐ **Please Reply** ☐ **Please Recycle**

• **Comments:**

Re: Application Serial No. 09/603,677
 Attorney Docket No. 00-004
 Titled: "METHOD AND APPARATUS FOR SELECTING A SUPPLEMENTAL PRODUCT TO OFFER
 FOR SALE DURING A TRANSACTION"
 In the name of: Mueller et al.

Examiner Laneau:

Per our conversation, attached and for your consideration please find copies of the following:

- PTO Form-1449 filed April 3, 2003;
- PTO Form-1449 filed April 18, 2004;
- PTO Form-1449 filed June 26, 2000; and
- Electronic IDS filed May 19, 2003.

Applicants would be grateful if the Examiner could initial each reference listed and fax the list of considered references to fax number (203) 461-7300.

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INFORMATION DISCLOSURE CITATION	Docket Number	Application Number
	00-004	Not Yet Assigned
	Applicants Raymond J. MUELLER et al.	
	Filing Date	Group Art Unit
	June 26, 2000	Not Yet Assigned

U.S. PATENT DOCUMENTS

EXAMINER INITIAL	REF	DOCUMENT NUMBER	DATE	NAME	CLASS	SUB- CLASS	FILING DATE IF APPROPRIATE
	A	4,723,212	2/2/88	Mindrum et al.	364	401	
	B	4,825,045	4/25/89	Humble	235	383	
	C	4,910,672	3/20/90	Off et al.	364	405	
	D	5,056,019	10/8/91	Schultz et al.	364	405	
	F	5,128,862	7/7/92	Mueller	364	405	
	G	5,173,851	12/22/92	Off et al.	364	401	
	H	5,201,010	4/6/93	Deaton et al.	382	7	
	I	5,231,569	7/27/93	Myatt et al.	364	408	
	J	5,302,811	4/12/94	Fukatsu	235	381	
	K	5,309,355	5/3/94	Lockwood	364	401	

FOREIGN PATENT DOCUMENTS

	REF	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUB- CLASS	Translation	
							Yes	No

OTHER DOCUMENTS (Including author, Title, Date, Pertinent Pages, Etc.)

	L	"WINN-DIXIE/ The Salvation Army Report Contributions for War Against Hunger." PR Newswire, Section: Financial News June 10, 1993.

EXAMINER	DATE CONSIDERED:
EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.	

INFORMATION DISCLOSURE CITATION				Docket Number 00-004		Application Number Not Yet Assigned		
				Applicants Raymond J. MUELLER et al.				
				Filing Date June 26, 2000		Group Art Unit Not Yet Assigned		
U.S. PATENT DOCUMENTS								
EXAMINER INITIAL	REF	DOCUMENT NUMBER	DATE	NAME	CLASS	SUB- CLASS	FILING DATE IF APPROPRIATE	
	M	5,353,219	10/4/94	Mueller et al.	364	405		
	N	5,504,475	4/2/96	Houdou et al.	340	825		
	O	5,504,675	4/2/96	Cragun et al.	364	401		
	P	5,510,979	4/23/96	Moderi et al.	364	405		
	Q	5,612,868	3/18/97	Off et al.	364	214		
	R	5,615,269	3/25/97	Micali	380	49		
	S	5,620,079	4/15/97	Molbak	194	217		
	T	5,774,868	6/30/98	Cragun et al.	705	10		
	U	6,055,513	4/25/00	Katz et al.	705	26		
FOREIGN PATENT DOCUMENTS								
	REF	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUB- CLASS	Translation	
							Yes	No
OTHER DOCUMENTS (Including author, Title, Date, Pertinent Pages, Etc.)								
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INFORMATION DISCLOSURE CITATION				Docket Number 00-004		Serial Number 09/603,677		RECEIVED CENTRAL FAX CENTER AUG 16 2004	
				Applicants MUELLER et al.					
								Filing Date June 26, 2000	
U.S. PATENT DOCUMENTS									
EXAMINER INITIAL	REF	DOCUMENT NUMBER	DATE	NAME	CLASS	SUB- CLASS	FILING DATE IF APPROPRIAT E		
	A	4,494,197	01/15/85	Troy et al.	364	412	✓		
	B	5,687,322	11/11/97	Deaton et al.	395	214	✓		
	C	5,999,914	12/07/99	Blinn et al.	705	26	✓		
	D	6,064,987	05/16/00	Walker et al.	705	38	✓		
	E	6,070,147	05/30/00	Harms et al.	705	14	✓		
	F	6,088,682	07/11/00	Burke	705	17	✓		
	G	6,112,191	08/29/00	Burke	705	41	✓		
	H	6,138,105	10/24/00	Walker et al.	705	10	✓		
	I	US 6,223,163 B1	04/24/01	Van Luchene	705	1	✓		
	J	US 6,298,329 B1	10/02/01	Walker et al.	705	14	✓		
	K	US 6,298,331 B1	10/02/01	Walker et al.	705	15	✓		
FOREIGN PATENT DOCUMENTS									
	REF	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUB- CLASS	Translation		
	L	EP 0 085 546 A2	08/10/83	Europe				Yes	No
	M	WO 97/28510	08/07/97	PCT					
OTHER DOCUMENTS (Including author, Title, Date, Pertinent Pages, Etc.)									
	N	Silverman, Gene, "Planning and using infomercial campaigns effectively.", Direct Marketing, September 1995, Vol. 58, No. 5, pp. 32(3), ISSN: 0012-3188.							
EXAMINER				DATE CONSIDERED:					
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INFORMATION DISCLOSURE CITATION		Docket Number 00-004	Serial Number 09/603,677
		Applicants MUELLER et al.	
		Filing Date June 26, 2000	Group Art Unit 3627
	O	Raab, David M., "Package Aids Catalog Management", DM News, April 22, 1996, Section: Software Review, pg. 14.	
	P	"Bigger Plans (Provident Bank, issuer of MeritValue customer loyalty card, plans to offer program in 25 cities in six months", Card Fax, October 7, 1996, Vol. 96, No. 178, pg. 2.	
	Q	Quittner, Jeremy, "Ohio's Provident brings its discount card to Fla.", American Banker, February 11, 1997, Vol. 162, Issue 28, pg. 11, 1/3p, ISSN: 0002-7561.	
	R	Symons, Allene, "Lucky, Sav-on Debut Rewards Card.", Drug Store News, February 17, 1997, Vol. 19, Issue 4, pg. 3, 2p, 1c, ISSN: 0191-7587.	
	S	Mckeveny, Alexander, "Giving them a good reason.", Bank Marketing, March 1997, Vol. 29, Issue 3, pg. 37, 4p, 4c, ISSN: 0888-3149.	
EXAMINER		DATE CONSIDERED:	
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ELECTRONIC INFORMATION DISCLOSURE STATEMENT

Electronic Version v18

Stylesheet Version v18.0

Title of
Invention**METHOD AND APPARATUS FOR SELECTING A
SUPPLEMENTAL PRODUCT TO OFFER FOR SALE DURING
A TRANSACTION**

Application Number: 09/603677

09/603677

Confirmation Number: 2610

First Named Applicant: Raymond Mueller

Attorney Docket Number: 00-004

Examiner: Jennifer I. Harle

Search string: (5710887 or 5053957 or 5576951 or 5592560 or 5583763 or
5502636 or 5327508).pn.**US Patent Documents**

Note: Applicant is not required to submit a paper copy of cited US Patent Documents

init	Cite.No.	Patent No.	Date	Patentee	Kind	Class	Subclass
	1	5710887	1998-01-20	Chelliah et al.			
	2	5053957	1991-10-01	Suzuki			
	3	5576951	1996-11-19	Lockwood			
	4	5592560	1997-01-07	Deaton et al.			
	5	5583763	1996-12-10	Atcheson et al.			
	6	5502636	1996-03-26	Clarke			
	7	5327508	1994-07-05	Deaton et al.			

Signature

Examiner Name	Date

Information Disclosure Statement

Page 1 of 1

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Application Number: 09/603677

09/603677

Confirmation Number: 2610

First Named Applicant: Raymond Mueller

Attorney Docket Number: 00-004

Art Unit: 3627

Examiner: Jennifer Harle

Search string: (4441160 or 5857175 or 6024288 or 6292786 or 6307958 or
6321210 or 5398932).pn.**US Patent Documents**

Note: Applicant is not required to submit a paper copy of cited US Patent Documents

init	Cite.No.	Patent No.	Date	Patentee	Kind	Class	Subclass
	1	4441160	1984-04-03	Azcua et al.			
	2	5857175	1999-01-05	Day et al.			
	3	6024288	2000-02-15	Gottlich et al.			
	4	6292786	2001-09-18	Deaton et al.			
	5	6307958	2001-10-23	Deaton et al.			
	6	6321210	2000-11-20	O'Brien et al.			
	7	5398932	1995-03-21	Eberhardt et al.			

Signature

Examiner Name	Date